



Maryland Port Administration

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PORT OF BALTIMORE HONORED FOR EXCELLENCE IN PUBLIC RELATIONS

MPA Receives First and Second Place Awards at Annual PRSA Event

BALTIMORE, MD (June 19, 2003) – The Maryland Port Administration (MPA) was recognized with two awards at last night's 2003 PRSA Best in Maryland Awards. The event, which was sponsored by the Maryland Chapter of the Public Relations Society of America (PRSA), honored various public relations professionals who have achieved excellence in the field of communications during 2002. The MPA was recognized with two honors – one first-place and one second-place award.

Getting in Touch with the Port of Baltimore, an educational and informative CD ROM, garnered a first-place award for the MPA. The CD ROM was created as an interactive tool to demonstrate the vast capabilities, importance and history of the Port as well as to directly educate all audiences about the benefits the Port brings to the Baltimore community and economy. A second-place award was also presented to the MPA for *The Port of Baltimore Inaugural Cruise Launch* media relations efforts. This program focused on the inaugural launch of a major cruise line from the Port – bringing incredible media attention to the Port and helping to market the region as a competitive tourist and business destination.

This year's record 137 submissions were judged by a panel of public relations professionals from the Atlanta PRSA Chapter, who selected first, second and third place winners in each of the 33 categories. The judging criteria for this annual awards program includes: research, planning, execution, evaluation, technical excellence and creativity/quality.

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